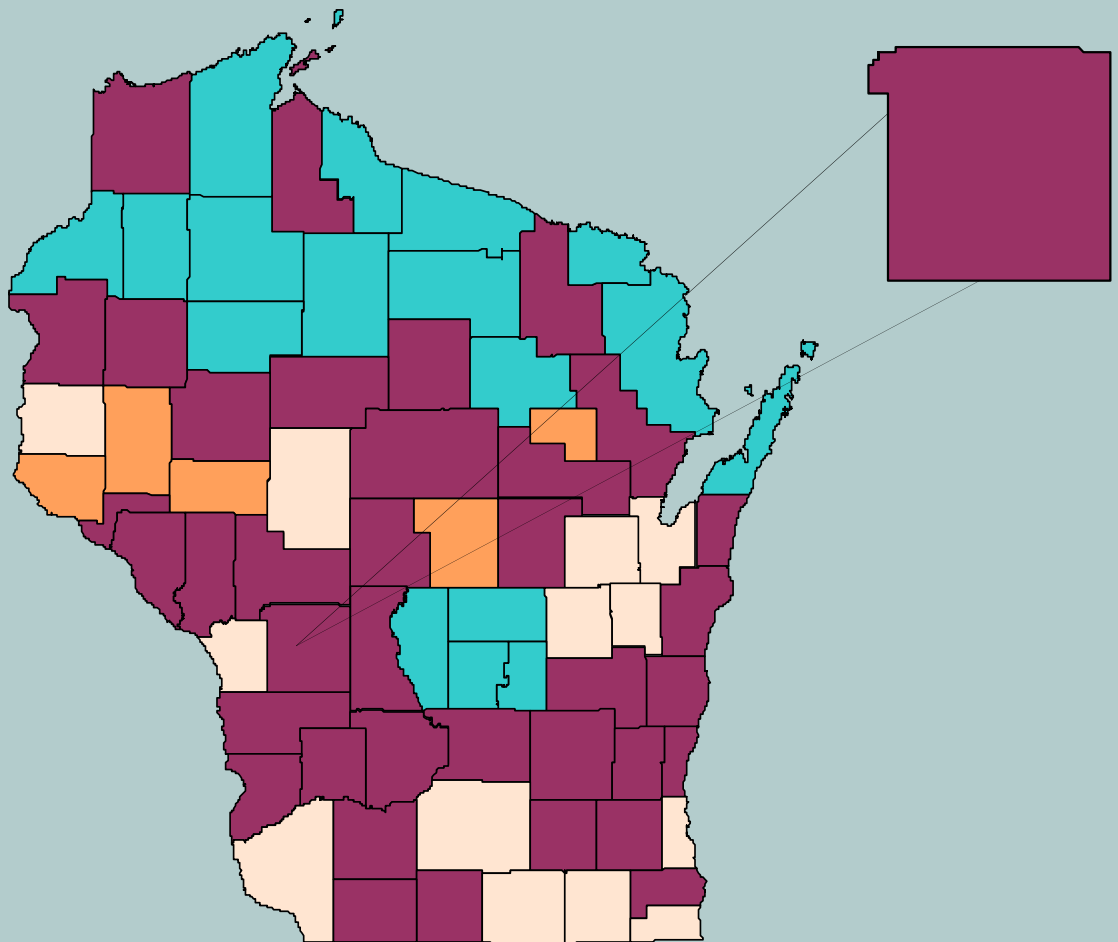


# Monroe County Workforce Profile

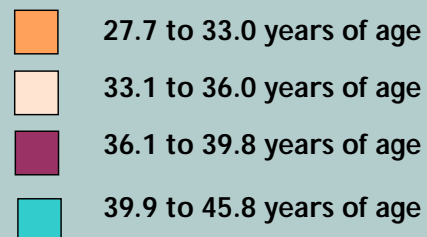
Median Age by County, 2000



Your complete  
guide to the  
state of the  
labor force of  
today and a  
glimpse into  
the economy of  
tomorrow.



State of Wisconsin  
Department of Workforce Development  
October 2002



Source: Census 2000 of the United States



## County Population

During the first year of the new millennium, Monroe County's population increased 1.1 percent, exceeding state and national growth rates for the year. Many of the fastest growing municipalities in Monroe County were along or have easy access to the interstate highway system.

Increases in Monroe County's population between the 1990 and 2000 Censuses was robust. The 1990 Census reported Monroe County's total population at 36,633. The population total reported for Monroe County from Census 2000 was 40,899, an increase of 4,266 and a 11.6 percent growth rate. During the 90s decade the national population grew by 13.1 percent and the state population grew by 9.6 percent.

Some of the fastest growing Monroe County municipalities during the 90s decade include; town of Sparta - grew 15.4 percent, city of Sparta - grew by 11 percent, and the city of Tomah - where population grew by a 11.2 percent rate.

The city of Sparta had the highest numerical increase in population between the two Censuses, increasing 860 persons - accounting for 20 percent of Monroe

County's total population increase during the 90s decade.

When looking at population changes at the county level, there are a number of factors that contribute to growth or decline in the county's population. By examining the components of change in the county's population, which include births, deaths, and migration, we see that Monroe County is heavily dependent on migration of residents into the county to increase the county's population. Roughly two-thirds of the population increase recorded in Monroe County in the 90s decade was due to persons moving into the county and of the 441 new residents in the county in 2001, 300 were residents that moved into the county, while only 141 new residents were added as a result of the county's birth rate exceeding its death rate.

Monroe County, as many Wisconsin Counties, is experiencing an aging resident population. However, while Monroe County's median age has been on the rise for several decades now, the county is still 'younger' than surrounding counties (except for La Crosse County).

(Continued on page 2)

### Total Population

	2000 Census	January 1, 2001 Estimate	Percent change
United States	281,421,906	283,474,000	0.7%
Wisconsin	5,363,675	5,400,449	0.7%
Monroe County	40,899	41,340	1.1%

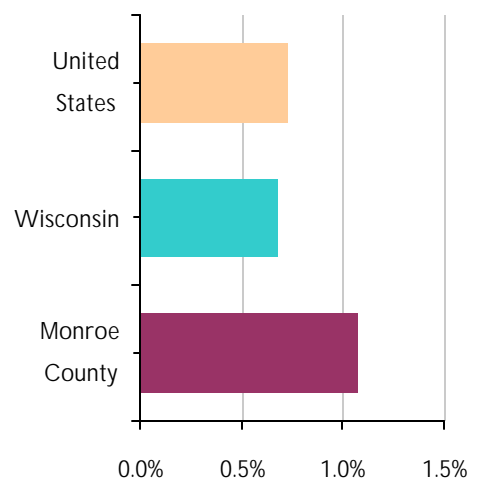
### Ten Largest Municipalities

Sparta, City	8,648	8,727	0.9%
Tomah, City	8,419	8,478	0.7%
Sparta, Town	2,753	2,803	1.8%
La Grange, Town	1,761	1,783	1.2%
Byron, Town	1,394	1,417	1.6%
Little Falls, Town	1,334	1,351	1.3%
Angelo, Town	1,268	1,272	0.3%
Tomah, Town	1,194	1,207	1.1%
Cashton, Village	1,005	1,020	1.5%
Wilton, Town	925	942	1.8%

\* Monroe portion only

Source: Wisconsin Department of Administration, Demographic Services, 2002

### Population Growth 2000-2001



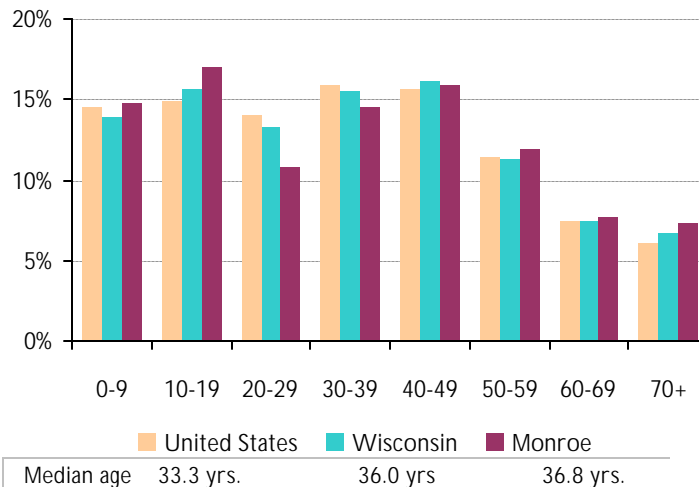


## State of Wisconsin - Monroe County

In 1980, the median age of a Monroe County resident was 31.2, in 1990 it was 33.7, and by the year 2000 the median age of a Monroe County resident had climbed to 36.8 years old. The average Monroe County resident is slightly older than the average state resident and about three years older than the average American resident.

When examining the age cohort charts on the right, one notices that the percentage of the Monroe County resident population in the 0-9 year old age cohort and the 10-19 year old age cohort make up a larger part of Monroe County's population than that same cohorts do on a state or national level. This fact coupled with the knowledge that most of Monroe County's populations growth is do to positive net migration leads one to the conclusion that many of the people migrating into Monroe County are family units with children. However, it appears that most younger people leave the county once their high school education is complete, as the percentage of the Monroe County resident population in the 20-29 and 30-39 year old age cohorts make up a smaller part of Monroe County population base than those cohorts do on a state or national level.

2000 Age Group Comparison

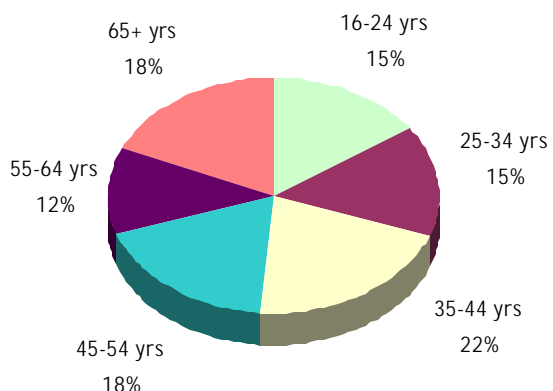


Source: US Department of Commerce, Census Bureau, *Census 2000*

Despite the fact that on a percentage basis, the 10-19 year old age cohort is strong in Monroe County, Monroe County employers that count on workers aged 16-24 find it increasingly difficult to attract and retain workers. The Monroe County 40-49 age cohort and 50-59 age cohort will increase their share of county population as the baby boomers age.

## County Civilian Labor Force

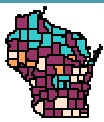
Monroe County Labor Force Age Groups



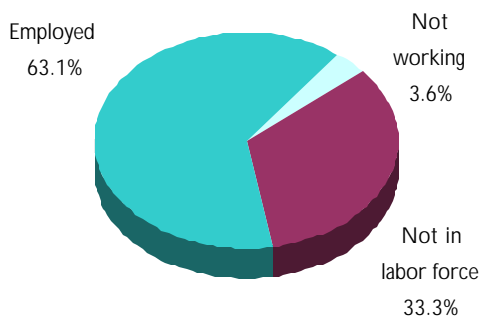
Source: US Dept. of Commerce, Census Bureau, *Census 2000*

The labor force is the sum of employed and unemployed persons who are 16 years old and older. (Readers should bear in mind that many people who are not working are not included in the Bureau of Labor Statistics definition of unemployed). The participation rate is the number of total workers in the labor force (those working plus those not working, but activity seeking employment) divided by the total non-institutional population aged 16 years and over. Not all persons aged 16 and over are working or looking for work. Among the reasons for not working are; school attendance, retirement, inability to work, and individuals who do not believe there are any opportunities for them in their labor market. Persons in a prison, mental institution, or nursing homes are not counted as members of the labor

(Continued on page 3)

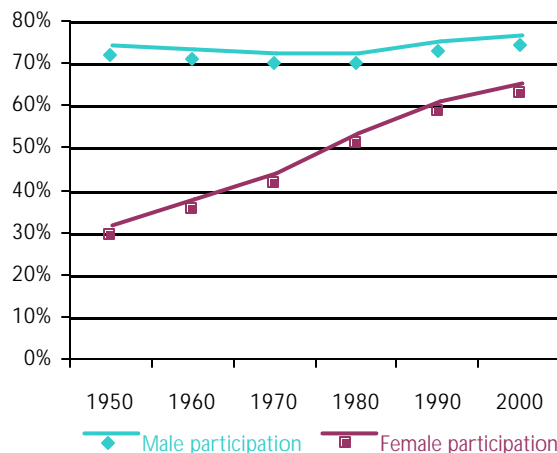


### 2001 Labor Force Participation



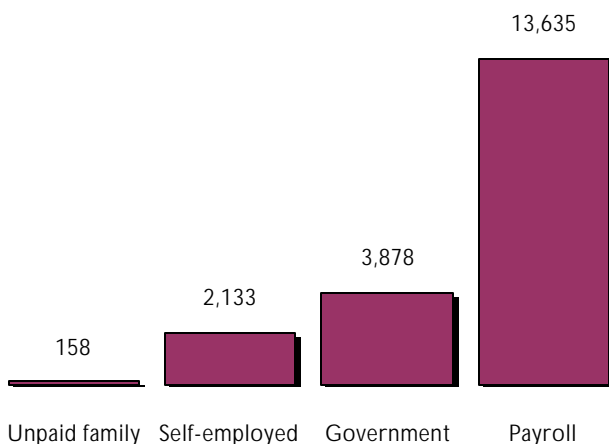
Source: Estimated from WI Dept. of Administration population estimates, Jan. 2001, US Census Bureau, and WI Local Area Unemployment Statistics.

### Labor Force Participation of Male and Female Residents



Source: US Dept. of Commerce, Census Bureau, *Census 2000*

### Type of Employment



Source: US Dept. of Commerce, Census Bureau, *Census 2000*

force, nor are they counted as unemployed.

The "participation rate" is the percentage of the total resident population, aged 16 and over, who are working or seeking employment. Many social and economic factors influence the participation rate in a given area. The number one reason for the dramatic shift in the rate during the last 20 years has been caused by the increasing number of females entering the workforce.

In 2001, the participation rate in Monroe County was 66.7 percent, a slight increase from Monroe's 1990 rate of 66.1 percent. Monroe County has a somewhat lower rate of participation in the workforce than does the nation (67.2) and a substantially lower participation rate than the State of Wisconsin (73.5). Monroe County had the 47th highest participation rate out of Wisconsin's 72 counties in 2001.

It is likely that the reason why Monroe County's participation rate is below the state and national rate is the uneven and unequal distribution of age cohorts in Monroe County (page 2). Monroe has a higher than state or national distribution of residents in the youngest two and the oldest two age cohorts. The oldest two age cohorts (60-69 & 70+) are more likely to be retired and less likely to be in the job market. In two of the age cohorts where participation in the labor force is quite likely (20-29 & 30-39); Monroe County has much smaller percentages of these age groups than does the state or nation.

One of the more interesting areas of information pertaining to the labor force included in the most recent decennial census is an analysis of the changing role of men and women in the workforce, as quantified in an analysis of the labor force participation rate for each gender. Using data from 1950 to 2000, as illustrated in the chart to the left, we see that two divergent trends have occurred within the county. In analyzing the male participation rate over this period we see that the rate has remained relatively stable over the past fifty years. Conversely, the female labor force participation rate has increased significantly over the course of the past fifty years. While much has been written about the socioeconomic factors that have led to an increas-

(Continued on page 4)

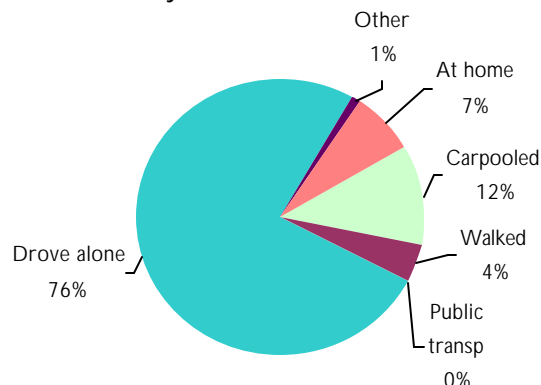


## State of Wisconsin - Monroe County

ing number of women in the workforce, the growth that has occurred over the past twenty years has been driven by a pair of demographic and economic factors. First, the female percentage of the population has increased significantly, both nationally and statewide. Therefore, increased participation is a function, in part of an increase in available female workers. Second, and perhaps, most importantly, the economy of Monroe County has continued a pattern of transition from manufacturing and other "hard industries" to a service-oriented economy, as indicated by the growth of employment in retail trade and service industries, for example. As the economy has shifted away from a focus in traditional industries and occupations, which are commonly male-dominated, an increasing number of opportunities in fields such as health care and education services have been created, thus further spurring growth in female labor force participation.

Monroe County workers are mobile. But they are 'going it alone' more than ever before. In the 1990 Census, 66 percent of workers drove alone and 14 percent carpooled. According to Census 2000, 76 percent of Monroe County residents drive to work

### County Travel-to-Work Patterns

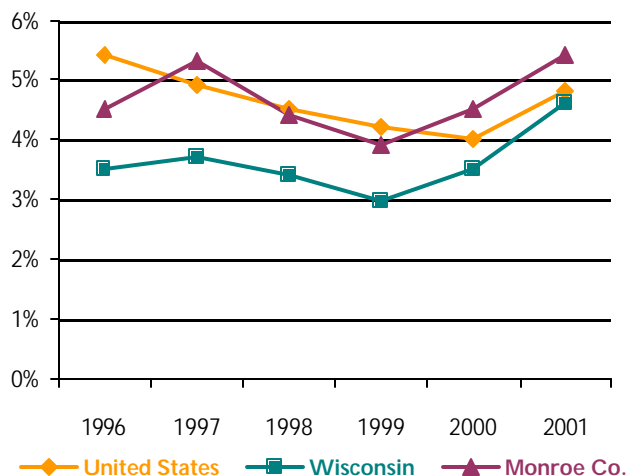


Source: US Dept. of Commerce, Census Bureau, *Census 2000*

alone and 12 percent carpool.

The time it takes Monroe County residents to get to work is increasing. In 1990, the average Monroe County worker took 16.6 minutes to get to work, in the year 2000 that jumped to an average commute in minutes of 19.0 minutes. Increased employment growth in Monroe County, coupled with population growth in areas surrounding the county's two largest cities has led to Monroe County residents driving farther and longer to work.

### Unemployment Rate Comparison



On of the last pieces of data released from the Census is destination county commuting data. That is, data on which county residents are driving to other counties for work and how many workers are staying within their county of residence for work. Destination county commuting data from Census 2000 has not been released yet. Census 2000 data released as of this writing does indicate that 80 percent of Monroe County residents work within Monroe County. About 19 percent of Monroe County residents work in another Wisconsin county and one percent of Monroe County residents work in a state other than Wisconsin.

### Monroe County Civilian Labor Force Data

	1996	1997	1998	1999	2000	2001
Labor Force	20,300	20,000	19,900	19,300	19,800	20,500
Employed	19,400	18,900	19,000	18,500	18,900	19,400
Unemployed	910	1,060	880	750	890	1,110
Unemployment Rate	4.5%	5.3%	4.4%	3.9%	4.5%	5.4%

Source: WI Department of Workforce Development, Local Area Unemployment Statistics, revised March 2002



## County Industry Employment

### Nonfarm Wage and Salary Employment

	1996	1997	1998	1999	2000	2001	Percent change	
							1 year	5 year
<b>Total</b>	16,130	16,035	16,531	17,022	17,437	17,787	2.0%	10.3%
<b>Goods Producing</b>	3,933	3,711	3,609	3,905	4,117	4,011	-2.6%	2.0%
Construction & Mining	457	469	452	535	559	525	-6.2%	14.9%
Manufacturing	3,477	3,243	3,158	3,370	3,558	3,487	-2.0%	0.3%
Durable	2,422	2,186	2,121	2,285	2,432	2,312	-4.9%	-4.5%
Nondurable	1,055	1,057	1,037	1,085	1,127	1,174	4.2%	11.3%
<b>Service Producing</b>	12,197	12,323	12,922	13,117	13,320	13,775	3.4%	12.9%
Transportation, Communications & Utilities	1,036	1,102	1,074	1,095	1,117	1,158	3.7%	11.8%
Total Trade	3,228	3,290	3,505	3,855	4,102	4,325	5.4%	34.0%
Wholesale	622	686	780	819	762	628	-17.5%	1.0%
Retail	2,606	2,604	2,725	3,035	3,340	3,696	10.7%	41.8%
Finance, Insurance, and Real Estate	451	463	501	542	577	578	0.2%	28.2%
Services & Misc.	2,667	2,872	3,183	3,055	2,971	3,113	4.8%	16.7%
Total Government	4,815	4,596	4,659	4,571	4,553	4,602	1.1%	-4.4%

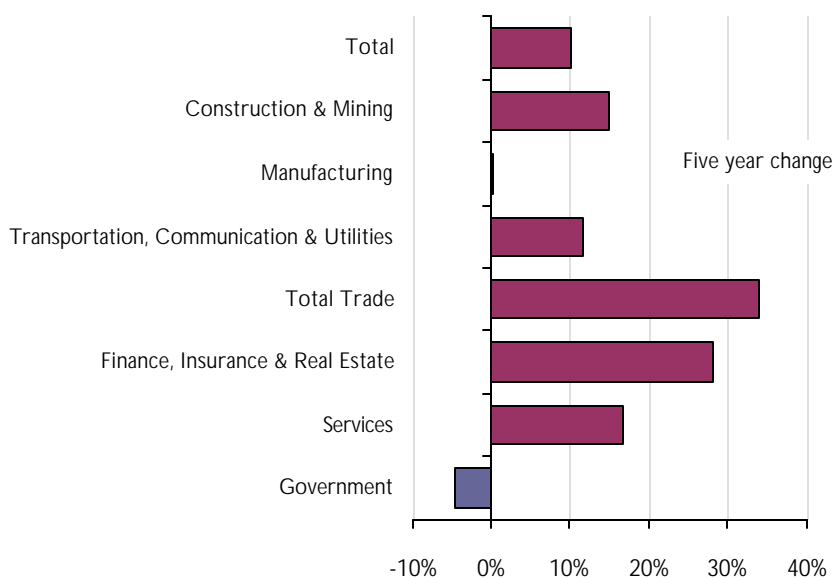
Source: WI Department of Workforce Development, Nonfarm wage and salary estimates, revised March 2002

Nonfarm wage and salary employment measures the number of jobs within a county excluding agricultural, military, and self-employed workers. Nonfarm wage and salary employment does include civilians working at a military installation. This data measures the number of jobs within the county without consideration of where the job-holder lives.

Thus, this information is often referred to as "place of work" data.

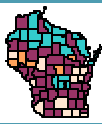
Only two counties in Wisconsin have more federal employment than Monroe County. These two counties, Dane and Milwaukee, have significantly higher population bases. Almost one in three jobs in Monroe County is with some form of government; half of those are with the federal government. However, government employment has not been a source of employment growth in the past five years, decreasing by more than four percent during the five year time span detailed above.

### Employment Change by Industry Division: 1996 to 2001



The most growth during the time period 1996-2001, tallied as a net gain in jobs, occurred in the trade industry group. About 1,100 trade industry jobs were added during the five year stretch. The service industry sector added another 450 jobs. Monroe County's placement within the Interstate Highway system makes it an excellent place for wholesale trade and retail distribution companies to locate.

Source: WI DWD, Nonfarm wage and salary estimates, revised March 2002



### Top 10 Public & Private Employers

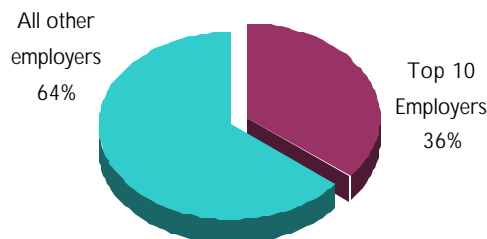
Company	Product or Service	Size
US Department of Defense	National Defense and Security	1,000+
Wal-Mart Associates	General Retail and Distribution Center	1,000+
Department of Veterans Affairs	Veterans Hospital	500-999
The Toro Company	Lawn and Garden Equipment	500-999
Northern Engraving	Automotive Stampings	500-999
Tomah Public School	Education	500-999
County of Monroe	Executive and General Government	250-499
Cardinal Glass Industries	Glass Products	250-499
Sparta Area School District	Education	250-499
Franciscan Skemp Medical Center	Health Care Services	250-499

### Top 10 Industry Groups

Industry Group	March 2001		Numeric change	
	Employers	Employees	1-year	5-year
Health Services	28	1,743	65	-30
Educational Services	10	1,240	-26	140
General Merchandise Stores	*	*	*	*
National Security and International Affa	*	*	*	*
Eating and Drinking Places	69	1,199	2	58
Industrial Machinery and Equipment	11	824	38	*
Trucking and Warehousing	41	815	49	249
Executive, Legislative, and General	31	679	3	-69
Food and Kindred Products	7	573	128	228
Stone, Clay, and Glass Products	*	*	*	*

\*data suppressed to maintain confidentiality

**Top 10 Employers' Share of Nonfarm Employment**



**Top 10 Industry Group Share of Nonfarm Employment**



Source: WI Department of Workforce Development, ES-202 file tape, December 2001

As of March 2002, there were a total of 947 employers in Monroe County. The top ten employers employ 36 percent of all workers working in Monroe County. Almost six of ten workers in Monroe County are working for one of the ten largest industries in the county.

Five of the ten largest employers are attached to public sector service. However, only one of the

top ten employers are involved in providing executive, legislative, and general government services (County of Monroe). The other four public sector employers provide a variety of services including national defense, education, and health care.

The greatest differential in average wages between Monroe County and statewide levels occurs within

(Continued on page 7)





## State of Wisconsin - Monroe County

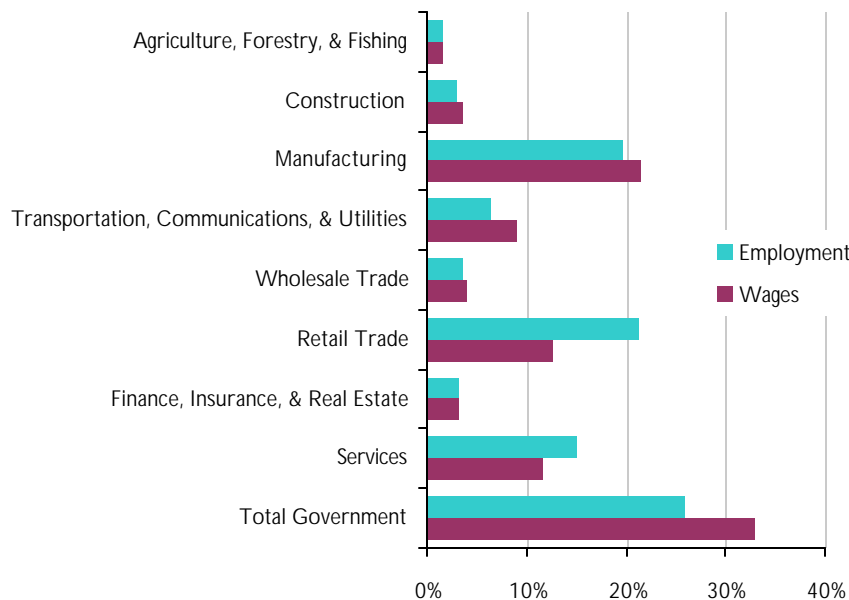
the finance, insurance, and real estate industry (FIRE). Monroe County does not have an insurance or banking corporate office or major processing center. Thus, there are fewer managerial and technical positions, which often pay higher wages, within Monroe County. A large number of the positions in the FIRE industry within Monroe County are teller positions which are entry-level and often part-time.

There is only one industry (agriculture, forestry,

and fishing) in Monroe County which, on average, pay wages in excess of the statewide average. Wages paid in this industry in Monroe County are 110 percent of the statewide average. Many of the workers in this industry are employed by agriculture services establishments such as veterinarians and landscapers. In addition, some of the workers employed in this industry in Monroe work for firms that harvest and prepare cranberries. In 2002, only 266 workers were employed in this industry (this statistical series does not include numbers from individual family farms), and despite their relatively high earnings, accounted for only 1.6 percent of all wages paid in Monroe County.

One of every four jobs in Monroe County (26 percent) is with the federal, state, or local government. Almost 33 percent of all the wages paid to workers in Monroe County comes from government employment.

**Employment & Wage Distribution by Industry Division**



**Annual Average Wage By Industry Division**

	Monroe Co. Annual Average Wage	Wisconsin Annual Average Wage	Percent of State Average	1-year percent change	5-year percent change
All Industries*	\$ 24,584	\$ 30,922	79.5%	2.4%	16.7%
Agriculture, Forestry, & Fishing	\$ 24,747	\$ 22,565	109.7%	5.2%	-6.3%
Construction	\$ 28,869	\$ 39,011	74.0%	-0.4%	25.0%
Manufacturing	\$ 26,937	\$ 39,739	67.8%	4.3%	17.2%
Transportation, Communications, & Utilities	\$ 33,876	\$ 36,639	92.5%	-0.3%	14.3%
Wholesale Trade	\$ 27,096	\$ 40,521	66.9%	-7.3%	13.9%
Retail Trade	\$ 14,537	\$ 14,596	99.6%	11.3%	44.0%
Finance, Insurance, & Real estate	\$ 24,285	\$ 40,933	59.3%	1.3%	25.5%
Services	\$ 18,973	\$ 28,775	65.9%	5.8%	28.9%
Total Government	\$ 31,131	\$ 33,785	92.1%	2.5%	15.5%

\* Mining excluded from table since wages were suppressed to maintain confidentiality in every county

Source: WI DWD, *Employment, Wages, and Taxes Due covered by Wisconsin's U.C. Law, 2002*





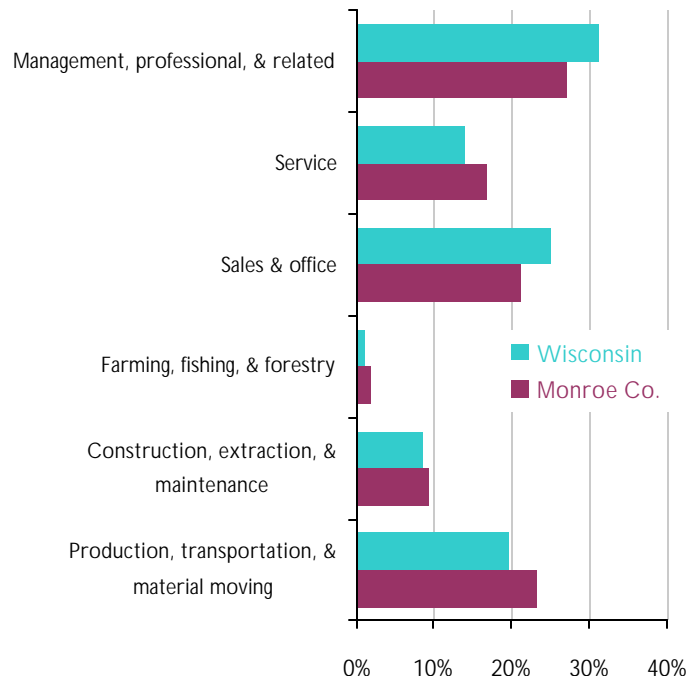
## Occupation and Education Characteristics of County Population

Two other aspects of the Monroe County workforce that bear mentioning because of their impact on the composition of the county's economy and its prospects for future growth and prosperity are the distribution of the county's resident workforce by occupational category and the educational attainment of the county's population.

From the distribution on the right, we see that the county differs from the state in terms of percentage of the working population engaged in particular occupations in a number of key areas. First, it should be noted that these occupational classifications bear no correlation to industry employment. Therefore, no inferences should be drawn between occupational distributions and industry growth.

Monroe County's working population is employed in service occupations to a greater degree than the state as a whole. Similarly, the county's workers are more intensely employed in production, transportation, and material moving occupations, as well as construction, extraction and maintenance careers. Conversely, fewer working men and women in Monroe County are employed in management and professional occupations and in sales and office positions. Again, while no definitive correlation can be drawn between these distributions and the major industries in the county,

Employment by Occupation Group: 2000

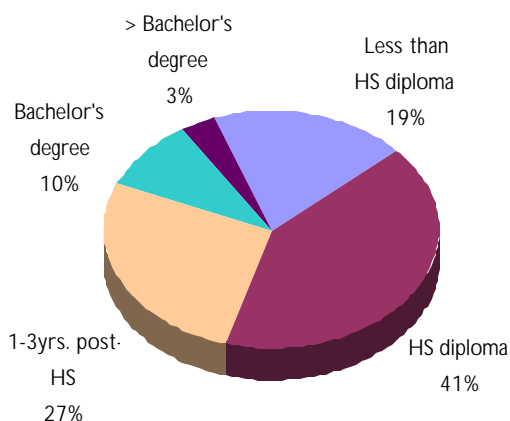


US Department of Commerce, Census 2000

these findings are consistent with the industry makeup of the county.

Just as the occupational distribution of the county's workforce can give some indication as to the health of the county, the distribution of the county's population over the age of 25 by the highest level of education completed, as illustrated in the chart at right can also provide some insight into the connections between the workforce and industry of Monroe County. Eighty-one percent of Monroe County residents 25 years old and older had at least a high school diploma and 13 percent of county residents had a bachelor's degree or higher. Statewide 85.1 percent of residents 25 and over have at least a high school diploma and 22.4 percent have at least a bachelor's degree.

Education Attainment in 2000



Source: US Dept. of Commerce, Census Bureau, *Census 2000*

Monroe County residents improved their educational standing as compared to the 1990 Census. In 1990, 76 percent of Monroe County residents were high school graduates and 11 percent had a bachelor's degree or higher.



## County Income Information

A final critical indicator of the health of the Monroe County economy is the income level, or level of economic wealth present in the county. This can be measured through a variety of means. The most popular means is through the calculation of the median household income.

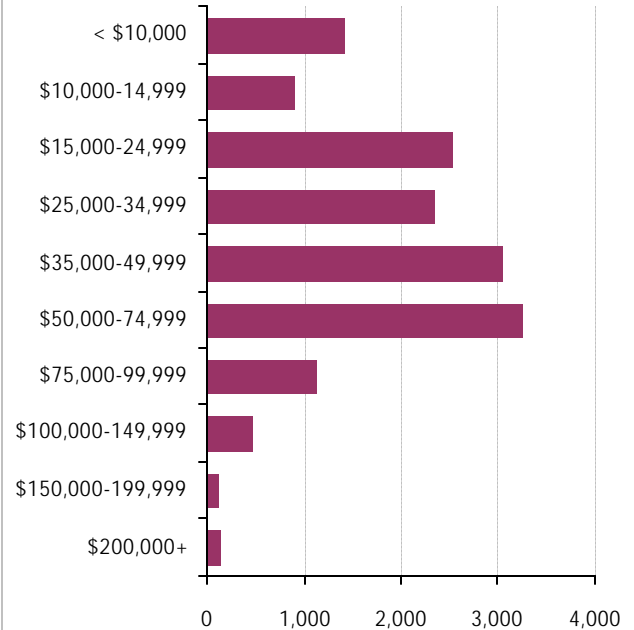
In 2000, the median household income of Monroe County, which reflects earnings in 1999 was \$37,170. This is significantly lower than the state median level of \$43,791. An analysis of the distribution of income in the county, as illustrated in the chart to the right shows some trends that cause some concern. Of particular interest is the relatively low households with incomes above \$100,000. Conversely, the number of households with incomes less than \$25,000 is higher. In counties with a high median household income, this distribution is reversed.

Another way to consider the income level present in Monroe County is to look at the number of individuals living in poverty in the county. In 1999, 8.4 percent of all families and 12 percent of individuals. Both of these percentages are significantly higher than the state average.

The median value of a house located in Monroe County was \$77,500, compared to the statewide median of \$122,200.

### Households by Income Range

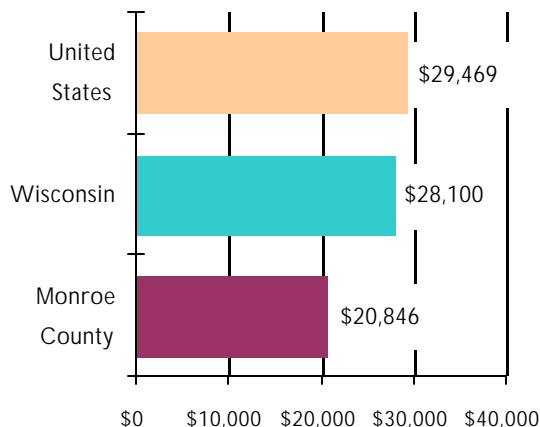
Median household income in Monroe Co. \$37,170



Source: US Dept. of Commerce, Census Bureau, *Census 2000*

A final measure of income commonly used is per capita personal income, which accounts for sources of income other than wages. In 2000, the PCPI of Monroe County was \$20,846, which is significantly lower than either the state or national level

### Per Capita Personal Income 2000



Source: US Department of Commerce, Bureau of Economic Analysis

### Components of Total Personal Income: 2000

